



Foreign Agricultural Service

**GAIN Report**

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## **Estonia**

## **Promotion Opportunities**

## **Annual**

## **2001**

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### **Report Highlights:**

**This report provides information on trade shows and other promotional activities in the region of Sweden, Finland, Norway, Latvia and Estonia of interest to U.S. exporters. For planning purposes, the report covers the period of year 2002-2003. The report will be updated on a regular basis.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Annual Report  
Stockholm [SW1], EN

## TABLE OF CONTENTS

<b>Section I. FAS/W Endorsed Trade Show .....</b>	<b>Page 2 of 7</b>
<b>FINLAND .....</b>	<b>Page 2 of 7</b>
<b>GASTRO2002 .....</b>	<b>Page 2 of 7</b>
<b>Section II. Other Trade Shows .....</b>	<b>Page 3 of 7</b>
<b>SWEDEN .....</b>	<b>Page 3 of 7</b>
Nextstep 2002 .....	Page 3 of 7
Stockholm Beer & Whiskey Festival 2002 .....	Page 3 of 7
Oresund Beer & Whiskey Festival 2002 .....	Page 3 of 7
Resta 2002 .....	Page 4 of 7
Stockholm Food & Beverage Show 2002 .....	Page 4 of 7
GastroNord 2003 .....	Page 4 of 7
Vinordic 2003 .....	Page 4 of 7
 <b>FINLAND .....</b>	<b>Page 5 of 7</b>
ViiniExpo 2002 .....	Page 5 of 7
 <b>NORWAY .....</b>	<b>Page 5 of 9</b>
Four Shows Under One Roof .....	Page 5 of 9
 <b>ESTONIA .....</b>	<b>Page 6 of 9</b>
Tallinn Food Fair 2002 .....	Page 6 of 9
 <b>LATVIA .....</b>	<b>Page 7 of 9</b>
Riga Food Fair 2002 .....	Page 6 of 9
 <b>Section III. Other Promotional Activities .....</b>	<b>Page 7 of 9</b>
 <b>Section IV. Post Contact Information .....</b>	<b>Page 7 of 7</b>
Sweden and Finland .....	Page 7 of 7
Norway .....	Page 7 of 7
Latvia and Estonia .....	Page 7 of 7

**Disclaimer:**

*The promotional activities listed are provided for informational purposes only. No endorsement should be implied unless specifically stated. Terms and conditions of participation are the responsibility of the activity organizer.*

**Section I. FAS/W Endorsed Trade Show****FINLAND**

*Title of Event*      **GASTRO 2002** (USDA Supported!)

*Date*                March 20-22, 2002

*Venue*              Helsinki Fair Centre, Helsinki

*Organizer*        The Finnish Fair Corporation, Helsinki Fair Centre  
Messuaukio, P.O. Box 21, FIN-00521 Helsinki, Finland  
Tel: +358-9-150 91, Fax: +358-9-142 358  
Email: ritva.becker@finnexpo.fi, eijaliisa.koivu@finnexpo.fi  
Web Site: www.finnexpo.fi

*USDA Contacts*

Bjorn Engstrom	Sharon Cook
American Embassy, FAS	USDA Trade Show Office
Dag Hammarskjölds Väg 31	Tel: (202) 720 3425
SE-115 89 Stockholm, Sweden	Fax: (202) 690 43 74
Tel: +46-8-783 53 91,	Email: CookS@fas.usda.gov
Fax: +46-8-662 84 95	
Email: engstromb@fas.usda.gov	

Gastro 2002 is a 3-day trade event aimed at professionals working in the catering, restaurant and hotel business. The Gastro 2000 fair had a total of 331 exhibitors from 30 countries and 30,526 visitors of which 848 came from Estonia, Sweden and Russia. Also present were 355 members of the press.

At Gastro 2002 The FAS office at the American Embassy in Stockholm will participate with an American Food Pavilion to promote U.S. food products. Please contact our office if you and your company wish to join the American Food Pavilion. See contact information above.

## Section II. Other Trade Shows

### SWEDEN

<i>Title of Event</i>	<b>Nextstep, Scandinavian Food &amp; Retail Convention</b>
<i>Date</i>	April 9-11, 2002
<i>Venue</i>	Stockholm International Fairs, Stockholm
<i>Organizer</i>	Stockholm International Fairs Massvagen 1, SE-125 80 Stockholm, Sweden Tel: +46-8-749 41 00, Fax: +46-8-99 20 44 Email: <a href="mailto:staff@stofair.se">staff@stofair.se</a> Web Site: <a href="http://www.stofair.se">www.stofair.se</a>

Nextstep Food retail convention is aimed at decision makers in the Scandinavian retail sector. It gives the exhibitor the opportunity to reach several target groups during one single trade show.

Nextstep offers key note seminars and workshops combined with an efficient trade fair that gives access to the Nordic market.

Product groups: Groceries, delicatessen, fish, fruit & vegetables, beverages, bread & bakery and confectionary and snacks.

<i>Title of Event</i>	<b>Stockholm Beer &amp; Whiskey Festival</b>
<i>Date</i>	End of September, 2002
<i>Venue</i>	Nacka Strand Mass & Konferens Center, Stockholm
<i>Organizer</i>	Stockholms Ol & Vin AB Karlavagen 75 B, 114 49 Stockholm, Sweden Tel: +46-8-662 94 94, Fax: +46-8-662 94 55 Email: <a href="mailto:marianne.wallberg@stockholmbeer.se">marianne.wallberg@stockholmbeer.se</a> Web Site: <a href="http://www.stockholmbeer.se">www.stockholmbeer.se</a>

The Stockholm Beer Festival is the nordic region's leading, annual festival for beer, cider and whiskey. Almost 200,000 people have visited the festival since it started in 1992. The festival in year 2000 featured about 1000 types of beer, cider and whiskey from many different countries. There are beer tastings, entertainment and beer & whiskey seminars. The fair is open until midnight for the trade as well as the general public. Certain hours of the weekdays are open for trade people only.

<i>Title of Event</i>	<b>Oresund Beer &amp; Whiskey Festival</b>
<i>Date</i>	March, 2002 (3 days)
<i>Venue</i>	Malmo Massan, Malmo
<i>Organizer</i>	Stockholms Ol & Vin AB Karlavagen 75 B, 114 49 Stockholm, Sweden Tel: +46-8-662 94 94, Fax: +46-8-662 94 55 Email: <a href="mailto:marianne.wallberg@stockholmbeer.se">marianne.wallberg@stockholmbeer.se</a> Web Site: <a href="http://www.stockholmbeer.se">www.stockholmbeer.se</a>

in co-operation with  
MalmöMässan AB

P.O. Box 468, SE-201 24 Malmö, Sweden  
Tel: +46-40-690 85 00, Fax: +46-40-690 85 01  
Web Site: [www.malmomassan.se](http://www.malmomassan.se)

The Oresund Beer Festival is a big annual festival for beer, cider and whiskey in the nordic region. Due to the location in Malmö, the fair attracts many visitors from Sweden as well as Denmark. Thirty exhibitors show 500 types of beer, cider and whiskey from around 20 countries. There are beer tastings, entertainment and beer & whiskey seminars. The fair is open until midnight for the trade as well as the general public. Certain hours it is open for trade people only.

*Title of Event*      **Resta 2002**  
*Date*                September 17-19, 2002  
*Venue*              Malmömassan, Malmö  
*Organizer*        MalmöMässan AB  
P.O. Box 468, SE-201 24 Malmö, Sweden  
Tel: +46-40-690 85 00, Fax: +46-40-690 85 01  
Web Site: [www.malmomassan.se](http://www.malmomassan.se)

Resta 2002 is a trade fair for professionals in the hotel, restaurant, institutional kitchen and fast food business.

*Title of Event*      **GastroNord 2003**  
*Date*                March 17-20, 2003  
*Venue*              Stockholm International Fairs, Stockholm  
*Organizer*        Stockholm International Fairs  
Massvagen 1, SE-125 80 Stockholm, Sweden  
Tel: +46-8-749 41 00, Fax: +46-8-99 20 44  
Email: [staff@stofair.se](mailto:staff@stofair.se)  
Web Site: [www.stofair.se](http://www.stofair.se)

The GastroNord 2000 show included 556 exhibitors and almost 40,200 visitors. Visitors are from the hotel/restaurant, catering and fast food sectors. The fair is Scandinavia's major food trade fair and is recognized as a trend-setter throughout the Nordic-Baltic region. GastroNord 2003 is to be held in conjunction with Vinordic - Scandinavia's major trade fair for wines and spirits.

*Title of Event*      **Vinordic 2003**  
*Date*                March 17-20, 2003  
*Venue*              Stockholm International Fairs, Stockholm  
*Organizer*        Stockholm International Fairs  
Massvagen 1, SE-125 80 Stockholm, Sweden  
Tel: +46-8-749 41 00, Fax: +46-8-99 20 44  
Email: [staff@stofair.se](mailto:staff@stofair.se)  
Web Site: [www.stofair.se](http://www.stofair.se)

The Vinordic 2000 show included 23,000 visitors and 185 exhibitors. Visitors are wine-waiters, bartenders, personnel from the Swedish wine and spirits monopoly - Systembolaget, wine and beer journalists, restaurant and hotel staff. The fair has evolved into Northern Europe's major wine marketing event and an increasingly important sales channel into one of the world's most exciting

markets for wines, spirits, beers and ciders. Vinordic 2003 is to be held in conjunction with GastroNord - Scandinavia's major food trade fair

## FINLAND

*Title of Event*      **ViiniExpo**  
*Date*                March, 2002  
*Venue*              The Helsinki Fair Centre, Helsinki  
*Organizer*        The Finnish Fair Corporation, The Helsinki Fair Centre  
                         Contact: Ms. Leena Aarniala  
                         P.O. Box 21, FIN-00521 Helsinki, Finland  
                         Tel: +358-9-1509 219, Fax: +358-9-142 358  
                         Email: leena.aarniala@finnexpo.fi  
                         Web Site: [www.finnexpo.fi](http://www.finnexpo.fi)

ViiniExpo is a 3-day trade fair aimed at professionals working in the field of alcohol trade. The fair will take place for the tenth time in year 2002. On the last day, Wine Lover's Day, the fair will be open to the public as well. The ViiniExpo 2000 fair had a total of 12,359 visitors, 355 members of the press and 59 exhibitors.

## NORWAY

*Title of Event*      **Four Shows Under One Roof**  
*Date*                February, 2003 (3 days)  
*Venue*              Sjolyst Exhibition Centre, Drammensveien 154, Oslo  
*Organizer*        Norway Trade Fairs  
                         P.O. Box 130 Skoyen, N-1012 Oslo, Norway  
                         Tel: +47-22-43 91 00, Fax: +47-73-51 61 35  
                         Email: [nv@messe.no](mailto:nv@messe.no)  
                         Web Site: [www.messe.no](http://www.messe.no)

This event is the most important meeting place for all suppliers to and buyers for Norwegian hotels, restaurants, cafeterias, institutions, canteens, fast food outlets and retailing in year 2003. It is a combination of four fairs:

- **The Hotel, Restaurant, Institution & Catering Exhibition**

280 participants exhibit food, drink and equipment to the 31,000 visitors.

- **Catering Equipment Exhibition**

A forum and a meeting place for professionals in the catering and restaurant business. Participants get the latest news on developments in equipment for institutional kitchens.

- **Wine-Expo**

Wine-Expo 2003 is a good opportunity to show wine and other alcohol products. More than 13,000 visitors from the restaurant and bar sector come to see what is new in the trade. Exhibitors are producers, agents and importers.

- **Nor-Shop**

It is an opportunity to meet with professionals from the restaurant, café, fast food, bar, hotel and retail business. More than 100 exhibitors show equipment to the 5,200 visitors.

## **ESTONIA**

<i>Title of Event</i>	<b>Tallinn Food Fair 2002</b>
<i>Date</i>	2002, date to be decided
<i>Venue</i>	Estonia Fairs Center, Pirita Street 28, Tallinn
<i>Organizer</i>	Profexpo OU Ahtri Street 12, 10151 Tallinn, Estonia Tel: +372-6261 347, Fax: +372-6261 348 Email: foodfair@profexpo.ee Web Site: <a href="http://www.profexpo.ee">www.profexpo.ee</a>

The Tallinn Food Fair is the largest annual food trade event in Estonia and the whole Baltic region. Participation in this fair provides a good opportunity for American food exporters to bring their products to the attention of 30 million consumers in the Baltic market and the northern regions of Russia.

## **LATVIA**

<i>Title of Event</i>	<b>Riga Food Fair 2002</b>
<i>Date</i>	September 11-14, 2002
<i>Venue</i>	RTU International Exhibition Centre, Kipsalas Street 8, Riga
<i>Organizer</i>	BT1, Ltd Smerla Street 3-338, Riga, LV 1006, Latvia Tel: +371-752 9918, Fax: +371-782 1493 Email: <a href="mailto:info@bt1.lv">info@bt1.lv</a> Web Site: <a href="http://www.bt1.lv">www.bt1.lv</a>

The Riga Food Fair is an annual fair for food, drinks, food processing equipment, packing, catering and services. This public fair offers an opportunity to introduce American food products to importers and the general public.

## **Section III. Other Promotional Activities**

T.B.A.

## **Section IV. Post Contact Information**

For questions and further information regarding the different countries/markets please contact the appropriate office listed below.

## **Sweden and Finland**

Foreign Agricultural Service  
American Embassy  
Dag Hammarskjolds Vag 31  
115 89 Stockholm, Sweden  
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Fax: +46-8-662 84 95  
Email: [agstockholm@fas.usda.gov](mailto:agstockholm@fas.usda.gov)  
Web Site: [www.usemb.se/Agriculture](http://www.usemb.se/Agriculture)

## **Norway**

Foreign Agricultural Service  
American Embassy  
Drammensveien 18  
N-0244 Oslo, Norway  
Tel: +47-21-30 86 21  
Fax: +47-22-44 94 25  
Email: [us-agric@online.no](mailto:us-agric@online.no)

## **Latvia and Estonia**

Foreign Agricultural Service  
American Embassy  
Raina Bulvaris 7  
1510 Riga, Latvia  
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Fax: +371-722 73 90  
Email: [jolika@apollo.lv](mailto:jolika@apollo.lv)